

## **REMARKS**

Claims 1, 12, 13, and 22 have been amended to clarify the subject matter regarded as the invention. Claims 1-30 are pending.

The Examiner has rejected claims 1-30 under 35 U.S.C. §102(e) as being anticipated by Blalock (U.S. Publication No. 2001/0047284). Blalock discloses that “a shipper may choose not to allow carriers to view information associated with other carrier bids” (i.e. that a carrier can only view its own bid), “or the shipper may choose to post bids ‘publicly’ via the web site to create a dynamic bidding process” (i.e. that all carriers can view all bids) (Blalock Paragraph [0061]). Blalock does not teach an identifier being unknown to one or more of the bidders outside of the subset “but known to **each** of the bidders within the subset” as amended in claims 1, 12, 13, and 22. As such, claims 1, 12, 13, and 22 are believed to be allowable.

Claims 2-11 are dependent from claim 1 and are believed to be allowable for the same reasons described above.

Claims 14-21 are dependent from claim 13 and are believed to be allowable for the same reasons described above.

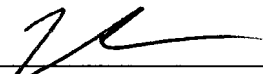
Claims 23-30 are dependent from claim 22 and are believed to be allowable for the same reasons described above.

The foregoing amendments are not to be taken as an admission of unpatentability of any of the claims prior to the amendments.

Reconsideration of the application and allowance of all claims are respectfully requested based on the preceding remarks. If at any time the Examiner believes that an interview would be helpful, please contact the undersigned.

Respectfully submitted,

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